

NEBRASKA'S 2ND DISTRICT

District Facts & Media Market:

- Nebraska's 2nd District is located along the state's eastern border and is made up of all of Douglas County and the rural western portion of Sarpy County.
- **Omaha (78.3% of expected vote)** is home to sizable communities of African Americans, Latinos, and young voters. The communities are growing and are expected to account for even larger shares of the electorate in a presidential cycle like 2016 as compared to a midterm like 2014.
 - **4.6% Hispanic, 9.4% African American**
- The Omaha Media Market is the only media market in the district.

Brad Ashford:

- Served in Nebraska's legislature for sixteen years over two stints.
 - Most recently represented Nebraska's District 20 in the legislature from 2007-2015.
- Raised in a 5th generation Nebraskan family, Ashford learned the value of hard work and small business as a boy stocking shelves at his parents' small business, the Nebraska Clothing Company. In an effort to combat a local boycott of Jewish-owned businesses in the 1930's, Ashford's grandfather played a central role in forming The National Conference of Christians and Jews, now known as Inclusive Communities. His roots in the community and commitment to service are known throughout Omaha.

Race Ratings: *the ratings have notably shifted towards Ashford as a result of his strong fundraising, moderate record, and the failure of Republicans to get a top-tier challenger. Overall, he is much less vulnerable than initially thought.*

- Lean Democratic (Cook Report)
- Toss-Up/ Tilt Democrat (Rothenberg & Gonzales)

Narrative & Notable Hits:

Brad Ashford is a 5th generation Nebraskan who believes that our broken Congress can learn a lot from Nebraska's nonpartisan, unicameral legislature.

- That's why he has one of the most independent voting records in Congress and has focused on creating good paying jobs, improving care for veterans, and keeping Americans safe.
- His local focus speaks to the strength of his personal connection to the district and the reputation he's built for working tirelessly on behalf of the communities he represents.
- Ashford Weakness: Republicans have tried to hit Ashford for being weak on defense, which was reflected in the NRCC's 1st TV ad of the cycle. Last cycle Republicans attacked Ashford repeatedly for being "soft on crime."

Don Bacon and Chip Maxwell are both extreme Tea Partiers that don't match this swing district.

- **Don Bacon** is a recently retired United States Air Force Brigadier General who served as Congressman Fortenberry's Military Advisor.

- **Chip Maxwell** served in the Nebraska Legislature representing District 9 from 2001-2005. He then served one term as the Douglas County Commissioner for District 5 from 2005-2009
- Brad is positioned to do well no matter which of the two candidates he faces. Both Republicans are fringe conservatives, have failed to gain support from the moderate Omaha business community, and are terrible fundraisers.
- Bacon is widely perceived to be the stronger general election candidate, but he might not be able to beat Maxwell in the primary.

Fundraising: *Ashford has built a substantial resource advantage that will be even stronger after the Republicans burn all their money in a divisive primary.*

- **Brad Ashford:** Q1 2016: **\$312,463**; COH: **\$896,731**
- **Don Bacon:** Q1 2016: **\$93,836**; COH: **\$162,208**
- **Chip Maxwell:** Q1 2016: **\$53,077**; COH: **\$33,748**

Bottom Line:

- The local press – including Joe Jordan of the Omaha World Herald – has a very open and transparent relationship with Ashford and he receives strong local coverage as a result.
- Public perception on this race has changed a lot in Omaha and the Beltway. The press views Bacon and Maxwell as weak opponents despite the fact that Republicans should have recruited a top-tier candidate to oppose our most vulnerable incumbent. Reporters have started to write the story that Ashford (and largely his Chief of Staff) has turned things around and that he is not nearly as vulnerable as initially thought.
- Ashford has an independent voting record and has not given his opponents any openings on national security. Ashford won an award this year from the U.S. Chamber of Commerce, which furthers the perception that he is on good terms with the Omaha business community. Overall, Ashford has taken positions that match the district and has not given Republicans many opportunities to hit him.

IOWA'S 3RD DISTRICT

District Facts & Media Market:

- Iowa's 3rd Congressional District is located in the southwestern corner of the state, stretching from Council Bluffs along the Nebraska border to Des Moines in the northeast.
- The district's population is grounded in Polk County (home to Des Moines) at 55.2% of the total expected vote, adjacent Dallas County (10.2% of expected vote), and Pottawattamie County (home to Council Bluffs, 11.6% of expected vote) – with rural, sparsely populated communities in between.
 - The district is a mix of suburban (48.7%) and rural (43.9%) locales.
- **2.8% Hispanic** Citizen Voting Age Population (CVAP), **3.3% African American**
- Des Moines Media Market (vast majority of district) and Omaha Media Market.

Jim Mowrer:

- Ran for office in IA-04 in 2014.
- He previously served the longest tour of duty of any unit as a Sergeant in Operation Iraqi Freedom while in the Iowa National Guard and later was appointed Special Assistant to the Under Secretary of the Army.
- Mowrer was close with Beau Biden and has the support of Hunter Biden.

Mike Sherzan:

- Successful local businessman (investment firm) who was born and raised in Des Moines.
- Sherzan's brothers, Gary and Richard Sherzan, are both former Democratic state legislators.

NOTE: After Mike Sherzan announced his candidacy we became neutral (largely because of Sherzan's ability to self-fund).

Race Ratings:

- Toss-Up (Cook Report)
- Toss-Up (Rothenberg & Gonzales)

Top-of-Ticket:

- Strong Trump Impact:
 - This district is so evenly divided that a Trump or Cruz candidacy could make the difference for Democrats.
- Senate Race:
 - Senator Chuck Grassley has come under fire for refusing to even consider an Obama appointee to the Supreme Court. He is viewed as untouchable in Iowa but his public beating led to a more serious challenge from former Lt. Governor Patty Judge. Nationally, this is viewed as the best example of a referendum on judicial obstruction.
- Crowded paid media landscape in the Des Moines Market.

Narrative & Notable Hits:

Jim Mowrer's commitment to service is the product of his experiences, his hardships, and his opportunities.

- Jim lived on a family farm until his father died in a farming accident, which forced his mother to move the family to Des Moines where she raised her children as a single mother.
- Jim served his country on the battlefield and at the Pentagon and is running for Congress to serve hardworking middle-class Iowans.

Mike Sherzan grew up in that time where he could start his own business and be successful.

- Mike is running to help us restore optimism in our communities and in our future by working to help everyone, not just the select few, build their own American Dream.

David Young is a career Washington insider who is more in touch with far right-wing special interests than hardworking Iowa families.

- **Career Washington Insider.** Young has literally spent his entire career in Washington collecting a check from the federal government.
- **Extreme Views.** Young votes with the Tea Party, including his opposition to the Highway Bill. He also voted to destroy Medicare as we know it and slash Pell Grants for students who need them. Young complimented Ted Cruz's tactics that led to the
- **Out-Of-Touch with Hardworking Iowans.** Young has a house in DC worth over a million dollars and he moved to Iowa just so he could fulfill his political ambitions. When working on his bosses campaign, he worked the game to double-dip from both the government and the campaign.

Fundraising:

- **David Young:** Q1 2016: **\$224,440**; COH: **\$956,096**
- **Jim Mowrer:** Q1 2016: **\$294,339**; COH: **\$437,635**
- **Mike Sherzan:** Q1 2016: **\$122,921**; COH: **\$205,861**

Bottom Line:

- The press views Mowrer as the presumptive nominee at this point but they are not engaged in the race and therefore are unaware of Sherzan's willingness to spend big to win.
- The press thinks that Mowrer provides a great contrast to Young in several key areas: commitment to service to Iowa and nation, traditional family with young children, and powerful story of growing up on a farm and being raised by a single mother after his father died in a farming accident.
- Young is a noncontroversial figure but he is much more conservative than people assume. He holds a lot of public events and is accessible to the media, which helps further the narrative that he is doing a fine job.
 - o We need to emphasize that he has never faced a presidential electorate and his status as a career DC insider will hurt him in the general election.

COLORADO'S 6TH DISTRICT

District Facts & Media Market:

- Colorado's 6th District contains the inner suburbs and exurbs of Denver. Voters here vary between upper-middle class suburban voters and urban minority voters.
- The district's population centers: Aurora (40.3% of expected vote), Centennial, Littleton, Highlands Ranch, city of Brighton and North Aurora.
- **11.6% Hispanic** Citizen Voting Age Population (CVAP), **9% African American**
- The expensive Denver Media Market is the only media market in the district.

Morgan Carroll:

- Former Senate Majority Leader and Senate Minority Leader.
- A lifelong Coloradan with deep family roots in the state, Morgan worked at a gas station, a video store, as a pizza delivery driver, as a fast food worker and as an office secretary – all without benefits and health insurance – to pay the bills and put herself through CU Denver and CU School of Law.
- Following law school, Morgan and her mother opened up one of the only mother-daughter law firms in the country where they advocated for people with disabilities and people whose legal rights were being threatened.

Race Ratings:

- Toss-Up (Cook Report)
- Lean Republican (Rothenberg & Gonzales)

Narrative & Notable Hits:

Morgan has a record of delivering real results for hardworking Coloradans.

- Helping to cap college tuition hikes at state schools, lowering healthcare costs, supporting small businesses, securing military family housing at the Buckley Air Force Base
- Major accomplishment: Carroll took on the entire Colorado lobbying industry to pass tough new lobbying rules limiting the influence that the well-connected have over our government.
- Morgan Weakness: Republicans have tried to hit Morgan for being “soft on terrorism” and are looking to take advantage of Obama's plan to close Gitmo and potentially move the prisoners to Colorado.

Congressman Coffman pretends to be a moderate when it's politically convenient but his record is way out-of-touch with the majority of the district.

- Coffman wants to slash student aid, privatize Social Security and turn Medicare into a voucher program.
- Last year he voted against: highway bill, Ex-Im bank reauthorization, and budget deal. In short, his record is far out of the mainstream for this swing district.
- Coffman has voted repeatedly to defund Planned Parenthood, which is bad news in a district that supports choice.
- **ORIGIN OF TRUMP:**

- o Coffman has pledged to support Donald Trump if he is the nominee and has refused to denounce his most extreme rhetoric.
- o Coffman has an offensive and extreme record on immigration.
 - Examples: Coffman led the way for Trump because Coffman said **Obama was in his heart “not an American,”** declared that the **DREAM Act would be a “nightmare,”** and **supported English-only legislation**

Top-of-Ticket:

- Strong Trump Impact:
 - o This is one of the races most impacted by a Trump or Cruz candidacy. Either one of them would be a disaster for Coffman.
- Competitive Senate race
 - o Republicans are locked in a nasty primary and Michael Bennett appears safer than originally thought.
- Crowded paid media landscape in Denver market

Fundraising: *Coffman has notable COH advantage, but he will need this to distance himself from Trump/Cruz in expensive market*

- **Mike Coffman:** Q1 2016: **\$352,513**; COH: **\$1,312,108**
- **Morgan Carroll:** Q1 2016: **\$331,205** ; COH: **\$641,091**

Bottom Line:

- The top-of-ticket will be a disaster for Coffman because it exposes his extreme record, and makes it difficult for him to break through the Presidential and Senate paid media in this expensive market. Coffman has been on the defensive for his votes this cycle, while Republicans have struggled to define Morgan.
- Reporters have long perceived Coffman as an unusually strong incumbent after winning two elections in a district that voted for Obama twice. This narrative is false.
 - o Coffman barely won reelection in 2012 against an underfunded challenger, has voted against Planned Parenthood repeatedly, and has never beat someone with such deep roots in the district.

COLORADO'S 3RD DISTRICT

District Facts & Media Market:

- Colorado's 3rd District is one of the largest in the country and encompasses Western and Southern Colorado. The population centers are Pueblo, Grand Junction, and Durango.
- **17.5% Hispanic** Citizen Voting Age Population (CVAP), **1% African American**

Gail Schwartz:

- Former two-term State Senator and Senate Majority Whip.
- Former University of Colorado regent (elected).
- Gail is a current resident of Gunnison County and has lived on the Western Slope for over forty years. Gail has dedicated herself to making Western Colorado the best possible place to live, work, raise a family, and educate our children.

Race Ratings: *When Gail got in the race the Cook Report moved the ratings two spots because she is such a strong challenger. Other ratings are outdated.*

- Lean Republican (Cook Report)
- Safe Republican (Rothenberg & Gonzales)

Narrative & Notable Hits:

Gail Schwartz: No One Works Harder For Rural Colorado.

- Senator Gail Schwartz has a proven record that shows no one will work harder for rural Colorado. She has been an independent leader in expanding educational opportunities, preserving our natural resources, and agricultural heritage, and supporting our local economy.
- Gail has taken on a lot of tough fights, and now she is taking her fight to a Washington establishment that ignores rural communities and does not reflect the values of Western Colorado.
- If given the opportunity to serve hardworking families in the 3rd District, there will be no one working harder to support our economy, invest in rural broadband and infrastructure, protect our natural resources and way of life, and keep Americans safe.
- Gail Weakness: Republicans will fight to paint Gail as an "extreme environmentalist" who is more in touch with liberal elites at the ski resorts than rural Coloradans. Tipton is going to hit Gail for supporting a war on coal.

Scott Tipton: Special Interests First, Rural Colorado Last.

- Since going to Washington, Congressman Scott Tipton has put special interests ahead of hardworking Colorado families time after time. He has violated House rules, been caught giving taxpayer funded favors to his family, and sold out his district to the highest bidder.
- He is threatening good paying jobs and the way of life for rural Coloradans.
- Shutting down the government, slashing Social Security, and opposing a widely bipartisan infrastructure bill are contrary to common sense Colorado values.

- The harsh truth is that Tipton has failed to deliver for rural Colorado and his extreme record is far outside the mainstream of hardworking families in Colorado's 3rd District.

Top-of-Ticket:

- Strong Trump Impact:
 - o This is one of our expanded battleground races that have been made more competitive by the prospect of a Trump nomination.
 - o The district has a large amount of Hispanic voters that could be turned out in large numbers by Trump.
- Competitive Senate race
 - o Republicans are locked in a nasty primary and Michael Bennett appears safer than originally thought.

Fundraising: *Tipton has been going down in fundraising & clearly did not prepare for a tough reelection.*

- **Scott Tipton:** Q1 2016: **\$96,493**; COH: **\$604,947**

Bottom Line:

- Gail is widely heralded as a top-tier candidate. A recent local editorial noted that her candidacy promises a "good contest."
- Gail has won in tough swing districts so she knows what it takes.

Utah's 4th District

District Facts & Media Market:

- Utah's 4th District is located in the center of the state with Salt Lake County containing the largest number of expected voters in 2016 (85.5%).
- **8.9% Hispanic** Citizen Voting Age Population (CVAP), **1.2% African American**
- The Salt Lake City media market is the only market in the district.

Doug Owens:

- Doug Owens was born and raised in Salt Lake City. His father Wayne Owens represented Utah in Congress from 1973 to 1975 and again from 1987 to 1993.
- Six generations of Doug's family have called Utah home.
- Doug is a business defense attorney.

Race Ratings:

- Lean Republican (Cook Report)
- Safe Republican (Rothenberg & Gonzales)

Narrative & Notable Hits:

Doug Owens is committed to finding pragmatic solutions, and he believes that our Representatives should be working for Utah, not serving the party bosses in D.C.

- Six generations of Doug's family have called Utah home. It was from those ancestors that Doug inherited the values he'll take to Washington - hard work, concern for his neighbors, an appreciation for Utah's unique beauty, and a desire to get things done.
- As a highly respected business defense attorney, Doug brings more than 25 years of experience resolving complex commercial, environmental and employment challenges. He understands what government can do to help business grow, and when government should just get out of the way.
- As Congressman, Doug will fight for your priorities - good jobs for Utahns, responsible spending in Washington, and to protect the things that make Utah special.

Mia Love puts herself before Utah.

- Votes against Utah interests Love voted against the Highway Bill & against education reform that Utahns supported.
- Failing Veterans. Ignored veterans who needed her help, showing how out-of-touch she is with Utahns.
- Using tax dollars for herself, not Utah. Spends more time on cable & out-of-state than delivering results. She was caught TWICE misusing taxpayer dollars on flights, most notably tickets to the White House Correspondents Dinner.

Trump Impact:

- Trump is extremely unpopular in Utah. Public polling has shown that Hillary Clinton could beat Trump in the very conservative state.

- We do not want to nationalize the race, but Trump will certainly hurt Love's chances.

Fundraising: *Although Love has a COH advantage, Owens has been catching up to her.*

- **Mia Love:** Q1 2016: **\$611,951**; COH: **\$1,087,644**
- **Doug Owens:** Q1 2016: **\$398,881**; COH: **\$766,116**

Bottom Line:

- We have been very successful in working behind the scenes to shape the narrative favorably in this race. Local and beltway press believe that Love is vulnerable and that Owens is running a great campaign. That said, there is some skepticism because Owens has never faced an onslaught of negative advertising.
- His deep roots in the district, moderate positions, and humble demeanor will make him a hard target for Republicans.
- Love had a disastrous first year in Congress. Her misuse of taxpayer money cemented the narrative that she is more of a national figure than a public service focused on Utah.
- Republicans have landed zero hits against Doug.

NOTE: At the NRCC regional reporter roundtable Chairman Greg Walden said that the NRCC is not at all worried about UT-04 and does not expect to invest any resources. This was reported by the Salt Lake Tribune reporter that will be at YOUR roundtable so expect a question about Walden's confidence.